OUR BUSINESS COLUMN.

By Foy L. McCardell.

Precay Gossip of the Trasts and Wall Street Supplied by Press Agents and Publicity Promoters Especially Engaged by the Vestad Interests of New York to Offset the ist of the Ubiquitous Muckrakets.



I. C. CLARK, author of "Kelly and Burke and Shen," has been appointed Press Representative of the Standard Oll Company. The newspaper bys are always welcome in Joe's cozy sanctum, and he genial representative of the Rockefeller-Rogers Syndicate is never happier than when passing out orders for two gallons of oil to newly married recerters. Jolly Joe also announces that the courtesies of the company in the matter of gasoline to all edtors and newspaper proprietors who have autos will always be cheerfully extended. Bully for Joe!

Upton Sinclair has not been offered the position of press agent for the Beef Trust, Mr. Ogden Armour having taken offense to some statements made conrning the packing business in Mr. Sinclair's book "The Jungle." At

resent Mr. Armour is doing his own press work and has been greatly plimented by his associates in the Beefing business for having landed Saturday Evening Post with a long article that is bound to bring good siness to the Meat laterests. Ogden is a good fellow. He always keeps order pad at hand and any bona-fide newspaper man who wants to arry home a bucket of lard or some boneless ham will find Mr. Ogden here with the goods, extending the glad hand and an "order for two." Upon Sinclair, whose criticisms have rankled Mr. Armour, will continue to be barred from the Trust houses.

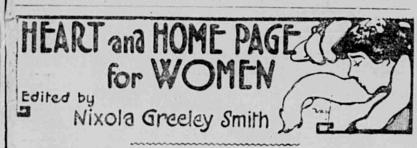
The Havemeyer Sugar Refineries in Brooklyn will close their season n July, having had a prosperous run of forty weeks. Several star sugarnakers have cone over from the Independents and have signed with lavemeyer & Elder for the coming season. The closing of the sugar ses for the heated term will mean a well-earned rest for the employees. ne office staff will have vacations on pay, as usual. The Sugar Trust will mark the close of their successful season by distributing souvenirs n the shape of domino sugar to all the editors of business columns in he daily papers and to friendly critics,

The press agent of the Chewing Gum Trust announces that hereafter only red-headed typewriters will be employed by the combine. As the full season is approaching the staff of stenographers will not be augmented at all, and as few marry and none resign, the percentage of Titian blondes among the shorthand slingers at the offices of the Chewing Gum Trust will not be noticeable, but, as all the papers fell for the story, the press igent was highly complimented by the President and other high officials.

The Cigar Trust announces that certificates and coupons bought on he sidewalk will positively NOT be exchanged for near-silk umbrellas oreide watch chains. A uniformed attendant stands in front of every tore warning all patrons to beware of coupon speculators.

John D. Rockefeller, jr., the leading juvenile of the Standard Oil Comny, has the largest Bible Class in New York. He has refused an offer om Busybody's Magazine to write an article on business-struck young girls who send flowers and mash notes to handsome young men engaged

Andrew Carnegie, who has retired from business but who still desires see his name in the papers, finds his methods of publicity in the matter donating libraries a very costly one. Hereafter he will confine his press work to stories on how he avoids female kiss fiends, suggestions for spelling reforms and warnings to rich men to die poor. "On the cheap for mine after this!" says canny Andy.



A Lesson from the Hairdresser.

By Nixola Greeley-Smith.



public contest of hairdressing held last Saturday by rdressers of New York the prize of honor was arded to a model with iron gray locks. The decishe judges was, of course, due more to the speed and xterity of the colffeur than to the color and lustre of the iffure. But it is none the less surprising that for any imbination of reasons the pale gray hair of our pale gray ears should have trlumphed over the ruddy locks of youth.
The carrot top of Nature, the more beautiful coronet of art that looks long and frequently at the henna leaf when t is red were there. So was the fine pale filament, whose overs describe it as "spun gold," whose rivals mutter of it molasses color." Black and brown, red and gold beauties Il hid their diminished heads before the iron gray prize nner. And it was fitting that it should be so, less parcularly at a hair dressers' convention than elsewhere.

There is nothing more benutiful than youth's deference to age. It is, perhaps, the quality of youth most exploited and blayed upon. For age quite of en has no respect for youth at all, no comprehension of its magnificent fancles, nothing but crabbed contempt for its brave tilts at the windmill of established things.

The most wonderful aspect of age is the peace it brings, its infinite capacity to live in the past, its reaching for ten years back as we reach for ten years

Sometimes the individual exemplars of age in our own circle do not inspire respect. Sometimes it is very hard to give our seat in a crowded car to an aged natron who glowers ill temper and spite and lealousy upon us and all the world. Sometimes the sentimentalist has to transmute the standing fury into the gentle and beloved mother of her day dream here before she can make herself get up. But at any rate she does it. And what does it matter how romantically silly the

Our generation, it is said, does not respect gray hairs sufficiently. And, indeed, the attitude of many young people towards their ciders to-day is one of

Jossibly this is because there has never been such a gulf between any two enerations before. The old order changeth swiftly, almost magically, before ne's eyes. And those of the old order lift hands of horror at those of the new

who shrug their shoulders and pursue their way. We should scarcely have looked to the hairdressers' contest to affirm the tottering supremacy of age. But so long as we learn it, what does the source of Her Squeetheart Ill.

HEALTH AND BEAUTY.

By Margaret Hubbard Ayer.

Chapped Skin.



BEAUTY.

M.—Chapped skin and too high color are ue to many causes, ometimes indiges.

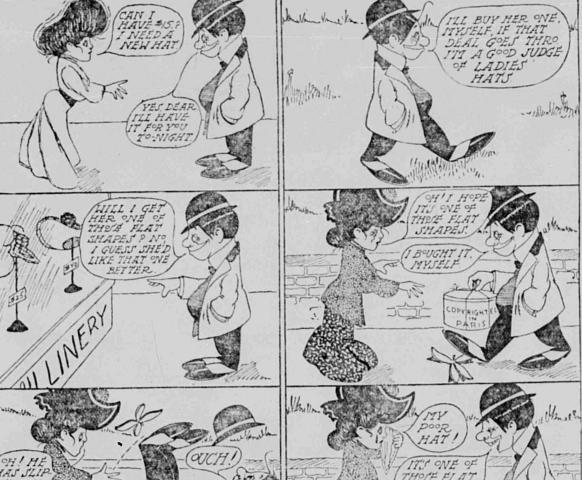
n. and again imfect circulation. an external dy, be careful aga, and again imfect circulation. an external dy, be careful aga.

berfect circulation.

As an external emedy, be careful of wash the face with pure soap and of the yeu may be successful, but self-applied dyes are disappointing in so many instances that I do not like to apply rinsing give them. Pyrogalic acid, 1-4 ounce; and getting a good salary and have good prospects. I have been keep-specific acid, 1-2 ounces. Diso wash the face with pure soap and o dry it well after in properties of the soap off. Use at night any good cold cream; in the morning wash off and apply this lotton: Simple tincture of benzoin, 1-2 ounce. The above is full strength and will make the hair alignment of sirrength and will make the hair alignment of sirrength and will make the hair alignment of the large of the solid of the solid water, 2 ounces. Apartic of the large of the large



MR. HAPPIHOME By Walter Wellman.



BINKS, THE BELLBOY. By Mark Madigan.

INE'RE surely livin' in a strenuous

ketful of diamonds she wanted to select o' spaghetti-

th' signal lights was tall plane lamps, which is the landlady bangin' on my door an' when I got back it was lunch time, the restaurant on the avenue, and the prictor was telling me his troubles. Says he is about to close up because indorsed a man's note and could rilly make good without having the criff come in, and so I fixes it up it he can get along by loaning him a tiple of thousand, and when I get to the hotel they hand me the of talking care of a young fellow.

The signal lights was tall plane lamps, and the prime man in th' landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' th' deck houses on th' prominade an' the landlady bangin' on my door an' sayin': 'Uncle Hennery, kin ye lend me an' the an' the deck houses on th' prominade an' the an' th' deck houses on th' prominade and sayin': 'Uncle Hennery, kin ye lend me an' the an' the an' the deck houses on th' prominade and sayin': 'Uncle Hennery, kin ye lend me an' the an' couple of thousand, and when I keep hand me the job of taking care of a young fellow who is trying to drink himself to death, and the first thing he did was to send me out to book his diamond pln.

"Then he gook the proceeds and begun to drink himself into another frazile and about 3 o'clook, just when he was about to make rough house in his room, I got him to come out in a hansom cab and while we were driving in the park he went to sleep, and I had the driver keep him going while I got out at the wardrobe. This one is exceed in gly dainty and charming in effect, while

igoing white i wish is a fine visit with a find had a fine with and reported back to the or the day, and was asked to double shift that night to help re of a big party of politicians with waste but I had got naturally looking at people, and after a the switch I feel like getting and leafing with my dog."

BALM FOR LOVERS.



All perplexed young people can obtain expert advice on their tangled love affairs by writing Betty. Letters for her should be addressed to BETTY, Evening World, Post-Office box 1,354, New York.

iot a doll, but I don't want to give ler up. I would like to call her atten-ion to what I consider her one great May be she has a maturally small a young man waist. That is not your business at all, and I do the san

An Unhappy Marriage.

HINTS FOR THE HOME.

with flour and turn the paste out upon ciety.

Sponge Cake.

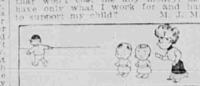
BEAT 2 eggs with the egg beater, a pinch of salt 1 cup of sugar, 1 teaspoon vanilla, 1 heaping cup of sited flour, mixed with 1 teaspoon cream of tartar. Last add ½ cup bolling water, ½ teaspoon of soda sarred in, then give the whole a vigorous stirring.

With flour and turn the paste out upon it. Roll down into a square sheet about one-fourth of an inch thick. Fold up and roll down again. Do this four times, then put away to chill. This paste is suitable for fruit and meat pies, baked dumplings, tarts. So youngelied to live the whole a vigorous stirring.

Fine Layer Cake.

ONE cup sugar, is supplied out upon it. Roll down into a square sheet about one-fourth of an inch thick. Fold up and roll down again. Do this four times, then put away to chill. This paste is suitable for fruit and meat pies, baked dumplings, tarts. So youngelied to live the control of the contr

NE cup sugar, is our butter (creamed well), 2 eggs (white of 1 saved out).



Your marriage was legal as you were oddly shaped yoke, over sixteen You cannot marry again which is formed without securing a divorce. You might by the fine tucks submit your case to the Legal Aid So- that provide ful-



by a yellow author, is show-ing something quite new and of round holes an inch in diameter have startling in the dramatic critic line at been cut. A tin pipe leads from be-Proctor's Twenty-third Street Theatre, neath these holes to the basement floor, It is whispered that George Cohan where it expands into a compartment in wrote the sketch, but on this point the which are four electric fans. The programme preserves a discreet silence. draught which these fans generates is The stage reporter is almost human not only strong enough to elevate Miscompared with the stage critic who Lewis's skirts, but is actually blew A runs wild through this weird affair. Charife Ross's hat one evening when He is called Horatio Hammer, and he was caught in the gale, "The Blade" is his anvil. The com-binstion suggests Toledo, O., and George Washington Cohan, Hammer doesn't Ing shown at Hammerstein's. washington Conan, Franker was until after the performance to get in his "knock." He gives "The Little Lodge, Golden Gate Park, Van Ness In his "knock." He gives The latter Blonde Lady" the absent treatment by roasting her to a turn before she makes her appearance. She meets him half way, however, by coming to his office in the guise of a vestal typewriter and in the guise of a vestal typewriter and interest in the pictures. harming him into supplementing his "roast" with a "good notice" to which TAMES K. HACKETT has arranged turned to the stage after three years' music by Frederic Barry, words by absence, plays the blonde lady in a George Stephens, jr., at the Grand

LTHOUGH Miss Isabelle Urquhart "Candida" adds to the gayety of Arnold Daly's engagement at the Lyric. This "warning to playgoers" is Shaw at his funniest, just as Her Lover is Daly at his best, "Arms and the Man" has been toned down to a delightful performance and last night's large audience found

Casino, is a mystery to many. The an opinion frequently ventured is that Miss ow string which she pulls to give the efstring which she pulls to give the ef-fect of their blowing. R. H. Burnside, his short legs and long cutt, so with m who staged "The Social Whiri," had held the little creature, saning, under thought of this device, but found it unity left arm, and charged. The grav successful. The truth of the matter is sergeant-major laughed. Well he might.

"The Alcayde," a new comic opera. but Opera-House, Chicago, on June 17, with Charles Deland makes the "critic" as Thomas Q. Seabrooke in the leading noisy as he is impossible. Harry Pilcer, tole. Mr. Hackett has also arranged as an equally impossible office boy, adds with Julian Mitchell to stage this production.

HE cast that has been engaged for Is unsuited to the role of Herself arcical comedy, "Mistakes Will Happen," at the Garrick Theatre on

A Real Dog of War.

A JAPANESE officer tells this story of the battle of Mukden: "In one of the engagements I found a The draught that blows Ada bretty little Fekinese spaniel wanderLewis's skirts about her as she ing about between the two battle lines
enters the manicure shop in the it came to me when I whisied; it evidently belonged to some Russian officer and was tame and affectionate. opinion frequently ventured is that Alex it. Once when we charged a Russia: Lewis's draperles are attached to a shelter trench successfully the little fel-

THE GOOD SHIP "OPENWORK"

By Charles R. Barnes.

othing but it cost me \$1.05, and it's drug shower, nor'n that out of a lot of fellers.

"Anyway, I ain't gein' t' try t' 'count | in ! Things a la carte cost \$1.98, 63 | fer all th' dinged queer things that '37 cents reduced from '60 was marked from for a coliar for her dog.

"The next call was to go to the Court of Appeals and get a couple of copies of a Judge's speech, and on the way back I stopped in to get down a bet on the second race at Jamaica and met an old triend I hadn't seen for a long time, who paid me \$5,000 he has been owing me some time.

"When I got back to the hotel I had to make a trip down to the Sub-Treasury to get some new bills for a lady on the thirdight floor who won't touch any money that any one case has handled. On my way down I gook out the dog of On my way down I gook out the dog of On my way down I gook out the dog of On my way down I gook out the good ship Openwork was a hore, though, for when we was a construction of the part of a proper was a heero, though, for when we was a construction of the part of the part of the gorgeousest thing ever you seel in some Skxth avinoo show winder.

"Cracky, th' good ship Openwork was morey that any one case has handled. On my way down I gook out the dog of On my way down I gook out the dog of On my way down I gook out the gorgeousest thing ever you seel." I shall be the last t' leave the ship!

"Bout that there dream York—no, stree! In that there dream York—no, stree! In

WE'RE surely livin' in a strenuous age," said Binks the Beilboy, as he unbuttoned his money beit this morning.

"Wow's the whyfore?" said Bellboy No. 78.

"The observation," replied Binks, "is architected by the way I was goin' yesterday. First off when I got here I got party on the fourth floor to get a base ketful of diamonds she wanted to select o' spaghetti—

"I wow's the whyfore?" said Bellboy No. 78.

"The observation," replied Binks, "is architected by the way I was goin' yesterday. First off when I got here I got keeping. "I guess readin' hout bookkeeping. "I guess readin' hout bookkeeping. "It guess readin' hout bookkeeping. They didn't serve nothin' but loc-cream, them all-th'-comforts - o' sparment, them all-th'-comforts - o' spaghetti—

"Things went fine till Wednesday night, when a strike happened. The lady stokers demanded every Thursday afternoon ow. This looked serious, but bein' found that it was les' a device of th' management t' favor the passengers with bookkeeping. "Th' meals was dreams—afterwards. They didn't serve nothin' but loc-cream, them all-th'-comforts - o' sparment, them all-th'-comforts - o' sparment them all-th'-comforts - o' sp

insertion and the skirt is trimmed only with folds of the material, but it can be made still more elaborate with little frills or with lace bandings or, indeed, with

any trimming that may be liked. The waist is one of the newest and prettiest of the lingerla sort, made with an ness below. If liked the sleeves can be made full length. although those

that extend just below the elbows

are the most fashional are appropriate, plain,

A Simple Lingerie Gown-Patterns Nos. 5343 and 5322. of the season. Lawn, batiste and all similar materials

pretty one for the foulard and india sliks that are so fash-onable.
The quantity of material recedered for the medium size is, for the waist, 4 yards 21, 2 1-4 yards 27 or 2 yerds 44 inches wide, with 8 yards of insertion; for the skirt, 8 3-4 yards 27 or 6 3-4 yards 44 inches wide, if material has figure or map; 5 1-2 yards 44 inches wide if it has not.
Walst pattern No. 53-43 is cut in sizes for a 32, 34, 38, 38, 40 and 42 inch bust measure; skirt pattern No. 53-22 is out in sizes for a 22, 24, 26, 28 and 50 inch walst measure.

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